

Notice of References Cited

Application/Control No. 09/550,574

Applicant(s)/Patent Under Reexamination VONGONTEN, MICHAEL F.

Examiner

Beth Van Doren

Art Unit 3623

Page 1 of 2

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	Α	US-5,299,115	03-1994	Fields et al.	705/10
*	В	US-6,366,890	04-2002	Usrey, Gerald L.	705/10
*	С	US-5,461,699	10-1995	Arbabi et al.	706/21
*	D	US-6,401,070	06-2002	McManus et al.	705/1
*	Е	US-5,615,109	03-1997	Eder, Jeff	705/8
*	F	US-5,712,985	01-1998	Lee et al.	705/7
*	G	US-5,375,201	12-1994	Davoust, Paul	715/503
	H	US-			
	-	US-			
	J	US-			
	К	US-			
-	L	US-			
	М	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N	JP 410143490 A	05-1998	JP	Ando	G06F 17/00
	0	JP 10307808 A	11-1998	JP	Nomura	G06F 17/00
	Р					
	Q					
	R					
	S					
	Т					

NON-PATENT DOCUMENTS

		NOT ALL DOUBLING
*	ļ	Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Walker et al., "Why liking matters.", Journal of Advertising, May-June/1994 [retrieved 08/15/02], Volume 34, Number 3, 13 pages, retrieved from: Dialog, file 148.
	V	Forst, Frank G., "Forecasting Restaurant Sales Using Multiple Regression and Box-Jenkins Analysis", Journal of Applied Business Research, Spring 1992 [retrieved-8/15/02], volume 8, number 2, 4 pages, retrieved from: Dialog, 15.
	w	"Marketplace Worldwide", www.moonhoney.com, [retrieved 08/02/02], 3 pages, Retrieved from: Google.com.
	х	Ephron et al., "Media Scheduling and Carry-over effects", www.ephrononmedia.com, July/August 2002 [retrieved on 01/31/03], 10 pages, retrieved from: Google.com.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Part of Paper No. 8

Application/Control No. Applicant(s)/Patent Under Reexamination 09/550,574 VONGONTEN, MICHAEL F. Examiner Art Unit Page 2 of 2

3623

Notice of References Cited

U.S. PATENT DOCUMENTS

Beth Van Doren

	3.3.1 ATEN 3000 MENTO					
*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification	
	Α	US-				
	В	US-				
	С	US-				
	D	US-				
	Е	US-				
	F	US-	.,			
	G	US-				
	Н	US-				
	1	US-				
	j	US-				
	К	US-				
	L	US-				
	М	US-			• • • • • • • • • • • • • • • • • • • •	

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					er.
	0					
**	Р					
	Q					
	R		-			
	S					
	Т					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)				
	U	Morrison, Jeffrey S., "Life-cycle approach to new product forecasting", The Journal of Business Forecasting Methods and Systems, Summer 1995 [retrieved 08/27/02], Volume 14, Issue 2, 3 pages, Retrieved from: Proquest.				
	V	Mahajan et al., "When is it worthwhile targeting the majority instead of the innovators in a new product launch", JMR, 11/1998 [retrieved 08/27/02-01/31/03], Volume 35, Issue 4, 20 pages, retrieved from: Proquest Direct.				
	W					
	×					

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).) Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.